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Debbie Barta, Simplify Commerce product owner, was recognized as an innovator by the St. Louis Business Journal.

Highlights

- Debbie Barta was selected as an inaugural winner of the *St. Louis Business Journal* Innovation Awards.
- She is the product owner for Simplify Commerce – a platform that allows simple online and mobile payment acceptance for all brands in a matter of minutes.
- Simplify Commerce is targeted at microbusinesses, small businesses and startups, as well as developers.

Celebrating Our People: Debbie Barta

Story contact: [Giola, Amanda](#) on: 4/11/2014

For the first time, the *St. Louis Business Journal* has honored top professionals and companies that are leading the charge when it comes to innovation in categories that include legal, sustainability, accounting, medical, social, entertainment, education and technology.

Debbie Barta, senior business leader and [Simplify Commerce](#) product owner, was selected as the individual winner in the technology category. MC Central caught up with Debbie for her perspectives on this experience and recognition.

Q. What does winning this award mean to you?

A. I'm honored. It's a flattering acknowledgement on so many levels. This type of formal recognition is truly an acknowledgment of the hard work and dedication of our strong, passionate team – it's a great win for both Simplify Commerce and MasterCard Labs.

Q. Why is innovation critical to what we do at MasterCard and especially for a product like Simplify Commerce?

A. Simplify is a great example of successfully taking a disruptive innovation and coupling it with a thoughtful, yet expedited delivery method, enabling MasterCard to seize a market opportunity that wouldn't wait. We took an outside-in approach to promptly respond to merchants' needs by changing how we delivered the product.

Q. How do you embrace our values in your work?

A. I believe all things are possible when there is a combination of aggressive goals, competitively passionate people and a respectful environment where trust is paramount (and a sense of humor is a life saver, too!). When your natural skill sets are tapped and encouraged, your personal strengths become even stronger.

Moving as fast as we do within our agile environment, each of us is empowered to make decisions and move quickly to seize the market opportunity. Driven by the same objectives and metrics, we are personally accountable to move the needle by leveraging our own individual strengths. Simplify is successful because we have a common passion for this product and embrace each of the values every day.

Q. Can you tell us a little about your background?

A. I have had quite a bit of variety in my career. With degrees in Finance and Music, I've had interesting roles working with cutting-edge technologies. Prior to Labs, I worked with startups to bring first-to-market, first-in-kind fraud solutions to our merchants as a member of the Global Network Products team. Before that, I led client engagements as a strategic business consultant with Deloitte Consulting, IBM Global Services, PricewaterhouseCoopers Consulting and Arthur Andersen. Throughout my career, I've always been passionate about highlighting, especially to other ladies, that careers in technology can be extremely exciting.

Q. What do you like to do outside of work?

A. I'm an avid golfer, always competing with myself for the round of my life. I enjoy playing the piano. I also love animals so my three dogs and two cats, aka "the fur-kids," consume the rest of my free time.

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[Deiker, Julie](#) 4/13/2014 1:13 PM
Congratulations Deb. Well deserved.



[Edwards, Anne](#) 4/11/2014 5:02 PM



Congratulations Debbie on another successful product! You are great example of women in technical leadership roles at MasterCard. Your passion and enthusiasm is contagious!